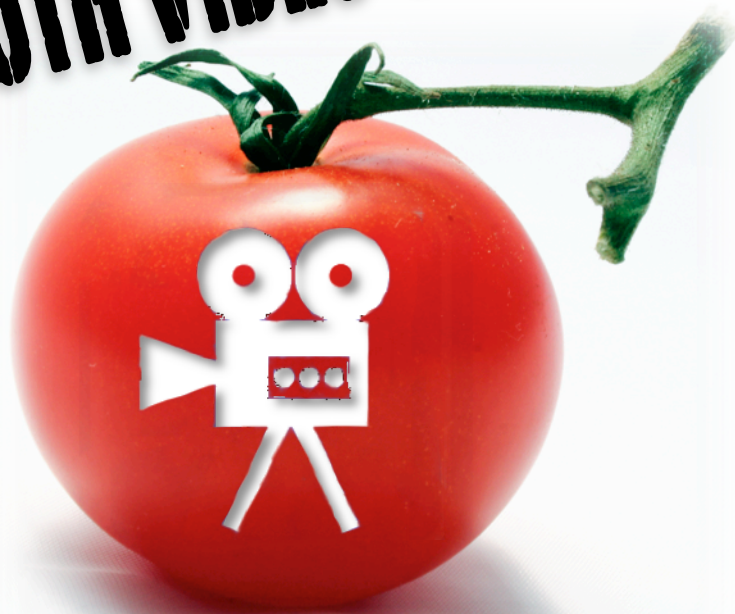


FOCUS ON HEALTH 2012 YOUTH VIDEO COMPETITION



Final Report

2010 – 2012



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Focus on Health Youth Video Competition

This document provides an overview and evaluation of the *Focus on Health Youth Video Competition*. This pilot video contest was organized by Montana Team Nutrition and the Office of Public Instruction (OPI) School Nutrition Programs. The *Focus on Health Youth Video Competition* Final Report was prepared by the OPI, Denise Juneau, State Superintendent.

Acknowledgements

Thank you to all the participating students and their group leaders for making incredible videos and to the schools for hosting their efforts. The students did a tremendous job with the videos! A huge thanks is due to *The Focus on Health Youth Video Competition* Advisory Committee members (Keith Hoyer, J.J. Drummond, Megan Vincent, and Sam Hedlund) for helping make this project a success. And lastly, thank you to the judges for thoroughly considering each video.

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This report is available online at:

<http://www.opi.mt.gov/FocusOnHealthVideoContest/>

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Developed by Montana Team Nutrition Program

Aubree Roth, MS – Child Nutrition Education Coordinator

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INTRODUCTION

To showcase examples of healthy change in schools, the Montana Team Nutrition Program called on youth to take part in the *Focus on Health Youth Video Competition*. The Montana Team Nutrition Program is the training arm for school nutrition programs and builds support for healthier school environments through food service training, nutrition education and implementation of the school wellness policy.

Through this video contest, Montana schools, organizations, and clubs had the opportunity to win a cash prize, gain statewide recognition, and have their video featured at statewide conferences. Examples of relevant topics include: improvements in the nutrition of foods available in school meals, healthy snack options (vending, concessions, student stores, etc.), Farm to School programs, increased opportunity for physical activity, expanded school breakfast programs and healthy school fundraising programs.

The 2010-12 competition pilot was a success with 15 video entries and over 126 kindergarten through twelfth grade students participating from around Montana. Three videos were selected by a judging panel to receive prizes and one team was selected to receive the People's Choice Award via online votes.

This report provides the history, timeline, lessons learned, and other insight into the *Focus on Health Youth Video Competition* offered during the winter of 2011-12.

PURPOSE AND HISTORY OF PROJECT

In Montana, there are many stellar examples of schools that have made positive changes through the nine *Healthier U.S. School Challenge* awards and five *Healthier Montana Menu Challenge* awards. Recognizing the critical need to engage youth in the school wellness initiative, the Montana Team Nutrition Program developed the *Focus on Health Youth Video Competition*. This contest highlighted examples of positive changes and improvements related to nutrition and physical activity opportunities in schools.

The project was directed toward teen groups such as the Family Community and Leadership Associations, Montana Behavioral Initiative (MBI) Youth Teams, and extra-curricular Video Clubs at middle or high schools. Elementary students were also encouraged to participate and the contest was open to students in grades kindergarten through twelve. This project challenged student groups to produce a short video (five minutes or less) that featured successful and sustained action steps that have taken place in their school districts to promote better access to healthy foods and/or physical activity opportunities for youth.

The pilot offering of the *Focus on Health Youth Video Competition* was conducted from 2010 to 2012 by the Montana Team Nutrition staff Katie Bark, Mary Stein, and Aubree Roth.

TIMELINE

October 2010 – Montana Team Nutrition initiated the planning process and created the project timeline.

June 2011 – Montana Team Nutrition staff researched similar contests and contest platforms and began the planning process for the project.

August - September 2011 – Four individuals were recruited to assist in project planning as the advisory committee. The advisory committee and Montana Team Nutrition staff created the overall contest process, rules, various materials, and design.

November 2011 – The contest information was released through a variety of communication channels, including: MBI Consultants and Team Leaders, Montana Team Nutrition's and OPI's web site and Facebook page, MBI's social media page, statewide press release, school staff and administrators, FoodCorps members, and various affiliates of the advisory committee members.

December 2011 – January 2012 – While the contest was in progress, Montana Team Nutrition staff recruited members for the judging panel based on expertise in student wellness and nutrition, filmmaking, and school programs.

January 31, 2012 – Deadline for videos and registration forms to be mailed and/or sent via e-mail. Videos had to be uploaded to Vimeo.com, which is a video-centric social media site, similar to YouTube.

February 2012 – Montana Team Nutrition staff prepared and provided videos and judging documents to the judging panel. The three judges were given over one week to review all videos and provide their top selections. Judges convened by conference call to discuss video attributes and make final selection for first, second, and third place. During this month, the public was given the opportunity to vote online for their favorite video. The video with the most votes was selected as the recipient of the People's Choice Award.

March 8, 2012 – The winners were announced on the Montana Team Nutrition web site, as well as a statewide press release, which was picked up by multiple local news media.

June 19, 2012 – Shortened versions of the winning videos were featured at the Montana Behavioral Initiative's Summer Institute, an annual conference whose attendees are educators, school administrators, and other stakeholders.

PARTICIPATION

Fifteen videos were submitted from across the state competing for the top three prizes and the People's Choice Award. The teams, video name, location, and number of students on the team are listed in the table below.

Most video teams consisted of a core group of students, an advisor (teacher, parent, school administrator, or community member) and a larger group of students that appeared in the video. In total, 126 students actively participated as a core team member as shown in the table below. These students planned the project, shot the footage, appeared in the video, edited the

video, etc. Many more students appeared in the videos, but their level of participation varies greatly from appearing in a photo that was shown in the video to playing a more involved character. The teams from Eastside Elementary School in Livingston, Montana consisted of an entire classroom. The lead organizer for the Livingston teams had all students from each class participate in the planning and creation of the videos.

Video Name	School/Club Name	Town	Students on Team
10,000 Steps to a Healthier You	Cut Bank High School Photography Class	Cut Bank	5
Fractions and Food (Untitled on Vimeo.com)	Longfellow Elementary School Math Group	Great Falls	4
Hellgate Healthy Kids	Hellgate Middle School	Missoula	4
Making a Healthy Snack: Japanese Rice Balls	Mrs. Congden's Kindergarten Class	Kalispell	1-10
Healthy Eating Movie	Geraldine School	Geraldine	3
Focus on Health!!!	Edgerton Elementary Class 4C	Kalispell	3
Gallatin Gateway School Health Video	Gallatin Gateway School	Gallatin Gateway	4
You Are What You Eat	Jefferson High School	Boulder	4
The Curious Case of our Food	Red Lodge High School ProStart Class	Red Lodge	23
Kalispell Middle School Focus on Health Video	Kalispell Middle School	Kalispell	4
Belt Healthy Habits	Belt High School	Belt	1
Fruit & Veggie Ninjas	Mrs. Lovec's 5th Grade Class - Eastside Elementary	Livingston	26
Veggie Marines	Mr. Shelton's 5th Grade Class - Eastside Elementary	Livingston	18
Fight for Health	Ms. Gillespie's 5th Grade Class - Eastside Elementary	Livingston	14
Food's Got Talent	Mrs. Schwarz's 5th Grade Class - Eastside Elementary	Livingston	12

WINNING VIDEOS

All the winning teams were awarded cash prizes and part or all of their videos were featured at statewide conferences and on the Montana Team Nutrition web site:

<http://www.opi.mt.gov/FocusOnHealthVideoContest/>.

The 2012 winning teams are:

- Grand Prize: Jefferson High School with their video: “You Are What You Eat”
- Second Place: Kalispell Middle School with their video: “Focus in Health”
- Third Place: Red Lodge High School’s ProStart Class with their video: “The Curious Case of Our Food”
- People’s Choice Award: Kalispell Middle School

The grand prize was awarded to the video “You Are What You Eat” by the Jefferson High School team. It was created by Justin Ryan, Will Bruce, Connor Lachenbruch, and Clint Forrette under the guidance of language arts teacher, Mike Hesford, and Montana FoodCorps service member, Lea Howe. In their video, students show how diet can affect behavior. Also featured in the video is a community garden from which the Jefferson High culinary class receives produce. Both the elementary and middle schools in Boulder have school gardens, and Ms. Howe created a program in which high school students use the gardens to teach and mentor younger students.

Kalispell Middle School’s team was awarded the second place prize and the People’s Choice Award by receiving the most votes from the general public. Kalispell Middle School’s filmmaking team explored positive changes in their cafeteria, including a new salad bar, and their school’s widespread support of physical activity through a multitude of activities such as a climbing wall, spinning bikes and exercise courses.

The ProStart class at Red Lodge High School received third place for their video “The Curious Case of Our Food,” which is an investigation of their community’s food system and the origin of food in the school cafeteria. The students worked with the school’s food service staff to make 400 servings of Pumpkin Bread Pudding for the Local Food Day celebration, using local pumpkins, bread from Grains of Montana, and Montana’s Meadow Gold dairy products.

LESSONS LEARNED

The *Focus on Health Youth Video Competition* marked the first time the Montana Team Nutrition program has organized a video contest. Therefore, the staff had a large learning curve to overcome and there were many lessons learned from this pilot project. The following are the most relevant insights for others interested in hosting their own youth video contest.

Allow plenty of time. The staff who were directly involved with this project did not have video or video contest experience. The staff required additional time to research the multitude of options for the video contest. At least six months to one year is needed to adequately plan a similar contest, especially when an advisory committee and judging panel are part of the contest. Scheduling advisory committee or judging meetings with multiple individuals can be challenging. Additional time is necessary to accommodate multiple schedules. Further, all parties involved appreciate planning in advance. This can make lining up schedules easier if done far in advance. Lastly, allow extra time for each step for unforeseen circumstances. It is

easier to announce contest winners early than to have a delay and respond to requests for the results.

Recruit an advisory committee. Montana Team Nutrition program staff recruited four individuals to serve on an advisory/planning committee for the contest. These individuals came from different backgrounds, some being technologically savvy, while others were very familiar with the various school health and wellness programs. This committee was vital to the success of the contest. They provided experience and oversight for the entire video contest process.

The committee identified issues that would have made the contest difficult to manage. One such example is determining the best web site to use for uploading and sharing the videos. In this particular instance, the committee members had experience uploading videos to various sites such as YouTube, Vimeo, and SchoolTube, from both school and home. Some of these sites are blocked on school computers, making it challenging for students to upload and view their videos while on their school campus.

Create clear expectations and information. While the staff and advisory committee worked to ensure all contest instructions and materials, there were areas that caused confusion. First and foremost, many of the videos did not connect with the intent of the program to showcase programs that had made great improvements in students' health and well-being. Rather, some videos demonstrated concepts of wellness and nutrition, not specific actions or programs at their school. This shows the importance of consistent messaging regarding the purpose of the project and the video expectations.

The judging criteria and video expectations also needed additional clarification throughout the process. The judges were provided a judging rubric (see appendix) with five categories, each assigned five possible points, for a total of 25 possible points. While the judging categories and criteria were created from the contest rules and information, the wording was not the same. The judges were provided more detailed information regarding expectations. To provide students with the most guidance possible and to simplify the process for judges, the judging criteria should be nearly identical to the information included in contest rules. While this did not cause any major issues, in retrospect, the contest team felt that it would have made judging easier and may have contributed to better alignment between expectations and the actual videos received.

Have a system and policy in place for consent/release forms. One of the most time consuming parts of the contest was checking, filing, and requesting consent forms for the students shown in the videos. According to OPI policy, all individuals appearing in the videos must submit a release form allowing the OPI to use the videos. This policy is consistent with many other agencies and organizations. While it was clearly stated in the application instructions many video teams were missing release forms, had improperly signed release forms (minors signing for themselves or missing a signature completely), or asked that the releases could be forgone for some students since the school's media policy already covered the children. Montana Team Nutrition staff could not have predicted the numerous hours spent working with teams to

gather the necessary release forms. While some of the mistakes were unavoidable, such as a missing form here or there, much of the resources spent could have been saved if a more specific policy and process had been posted in conjunction with the videos. Posting clearly the defined consent/release form section in the rules and having a check box verifying that all release forms were included in the application packet for every individual appearing in the video, may have helped reduce the effort in this step. Further, supplying examples of when a release is either needed or not needed may have helped the video teams better understand the rules so they can plan their videos accordingly.

Create categories for participation. This contest was open for all Montana students in grades K-12. The staff did not anticipate receiving videos from the elementary grades, but felt it was important to allow them to participate. Kindergarten students, with the help of their parents and teacher, created a video for the contest as did high school students who were taking video or media classes. The judges found it challenging to judge such different videos against each other for the same prize categories. Most entries received were from middle and high school students, and this age group seems to be most capable of creating a video independent of adult assistance. Future video contest organizers should consider creating separate prize categories by grade level (i.e., prizes for grades 6-8 and separate prizes for grades 9-12).

LOOKING AHEAD

The *Focus on Health Youth Video Competition* was an effective medium for youth to explore their schools' student wellness initiatives. While this pilot program was conducted on a statewide level, the model holds promise as a county, district, or school-level contest. Many of the participating teams were an entire or a subset of one classroom. Larger schools or districts would likely have a sufficient student body to have at least a few teams participate. Alternately, multiple districts or schools in a particular county would provide more students and a diversity of health and wellness initiatives for the video teams to cover.

This contest provides an avenue to participate in national celebrations or initiatives such as National Nutrition Month, National Farm to School Month, National School Lunch Week, Let's Go Outside Month, etc. A local or regional video contest would encourage students to engage in these national initiatives and cultivate local action.

Overall, this contest model is a great opportunity for students and the larger community to learn about actions that schools have taken to improve student health and well-being. With improvements in clarity and process, this contest can help to engage students in their school wellness initiatives while showcasing outstanding school programs.

Montana Team Nutrition would like to offer the tools, process, and resources to help other groups implement a *Focus on Health Youth Video Competition* in their communities. Various documents used in the 2012 contest are included in the following appendix. Editable versions of these documents and guidance are available by contacting Aubree Roth, Child Nutrition Education Coordinator, Montana Team Nutrition Program, at aubree.roth@montana.edu or (406) 994-5996.

APPENDIX

Poster

Press Release

Informational Packet and Application

Official Rules

Judging Rubric

FOCUS ON HEALTH 2012 YOUTH VIDEO COMPETITION



**WIN UP TO
\$400
IN CASH PRIZES!***

SHOW MONTANA HOW YOUR SCHOOL OR CLUB SUPPORTS HEALTH!

MONTANA TEAM NUTRITION wants YOU to grab your camera and friends, and make a video showing how your school or club is promoting healthy eating and active lifestyles.

DEADLINE FOR SUBMISSIONS: JAN 31, 2012

FOR MORE INFO & ENTRY FORM VISIT:

<http://www.opi.mt.gov/FocusOnHealthVideoContest/>



Questions can be directed to Aubree Durfey, Montana Team Nutrition Program, (406) 994-5640 or aubreedurfey@gmail.com.

**Prizes will be awarded to the school or club of the winning video student/teams.*

Prepared by the Office of Public Instruction

Press Release

FOR IMMEDIATE RELEASE

Contact:

Aubree Durfey
Montana Team Nutrition Program
(406) 994-5640
aubreedurfey@gmail.com
<http://www.opi.mt.gov/FocusOnHealthVideoContest/>

Montana Youth: Grab Your Camera, Some Friends and Make a Video!

November 7th, 2011: In Montana there are many stellar examples of schools that have made positive changes related to healthy eating, active living, and creating a healthier school environment. To showcase examples of healthy change in schools, the Montana Team Nutrition Program is calling on students enrolled in K-12 Montana schools to grab a camera, and create a video about their school's efforts in the ***Focus on Health*** video competition.

Through this video contest, Montana schools, organizations, or clubs will have the opportunity to win a cash prize, gain statewide recognition, and have their video featured at statewide conferences.

Videos can be about any school program that promotes student health and wellbeing through food and nutrition. These could include: improvements in the nutrition of foods available in school meals, healthy snack options (vending, concessions, student stores, etc.), Farm-to-School programs, increased opportunity for physical activity, expanded school breakfast programs and healthy school fundraising programs.

The video submission deadline is January 31, 2012. For more information, official rules, and registration form, visit: <http://www.opi.mt.gov/FocusOnHealthVideoContest/>.

Montana Team Nutrition works with educators, school administrators, school food service managers, parent groups and community members to provide training and technical assistance centered on implementing student wellness through school-based programs, like school meal programs, nutrition education and physical activity. Montana Team Nutrition is part of the Office of Public Instruction School Nutrition Programs and funded by the U.S. Department of Agriculture.

Information Packet and Application



Registration Form

In Montana there are many stellar examples of schools that have made positive changes related to healthy eating, active living, and creating a healthier school environment. To showcase examples of healthy change in schools, the [Montana Team Nutrition Program](#) is calling on youth to take part in the **Focus on Health** youth video competition. Through this video contest, Montana schools, organizations, or clubs will have the opportunity to win a cash prize, gain statewide recognition, **and** have their video featured at statewide conferences.

Examples of relevant topics include: improvements in the nutrition of foods available in school meals, healthy snack options (vending, concessions, student stores, etc.), Farm-to-School programs, increased opportunity for physical activity, expanded school breakfast programs and healthy school fundraising programs.

To enter the *Focus on Health* youth video competition:

Step 1: Register and upload your video at <http://www.vimeo.com>.

Step 2: Read the [Official Rules](#). Download and complete this **registration form** and **consent form***

Step 3: Send the registration form (including the link to your video) and consent forms to the contest organizer via e-mail at aubreedurfey@gmail.com or to the following address:

Focus on Health Youth Video Competition
c/o Montana Team Nutrition
PO Box 173370
Bozeman, MT 59717-3370

Registration forms and consent forms must be sent via e-mail to aubreedurfey@gmail.com or postmarked prior to the contest submission **deadline of 11:00 p.m. MST, January 31, 2012**. You will receive an e-mail to acknowledge your successful entry into the contest.

*Consent forms are required for all individuals appearing in the videos and for all members of the filmmaker team. Signed release forms can be mailed or scanned and e-mailed.

All video submissions must meet the following requirements:

- Include at least one example of successful healthy eating or active living programs in your school/district.
- Include video title, school/club name, name(s) of individuals who appear in video, name(s) of student(s) who are the filmmakers, and other relevant credits or information in the video.
- Videos must be less than 5 minutes in total length.
- Videos may not contain inappropriate language, visuals, or content.
- Acceptable video formats are dictated by the capabilities at vimeo.com. For Vimeo's uploading guidelines go to <http://vimeo.com/guidelines-uploading-guidelines>.
- Video submissions must be made available to the Montana Team Nutrition Program free of charge during and after the contest.
- A student/team can only submit one video for the contest. Subsequent submissions will be deemed ineligible.

If you have questions, please contact Aubree Durfey, Farm to School Assistant, Montana Team Nutrition Program at (406) 994-5640 or aubreedurfey@gmail.com. Good Luck!

This document was prepared by the Office of Public Instruction October 31, 2011.



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Registration Form (cont.)

Video Title (50 characters maximum):

Link to video (from Vimeo site):

Length of video: minutes seconds *(videos must be less than 5 minutes)*

Short video description (250 words or less), answering the following questions:

Describe the positive change(s) featured in your video. What steps took place to make this change successful and who was involved? How many students are impacted by this change? Why does your team feel this is an important topic?

School/School Club Name:

School/School Club Mailing Address:

Filmmaker Student/Team Contact Person Name (choose one person):

Phone:

E-mail:

Administrator, Teacher, or Club Advisor (only if different from above):

Phone:

E-mail:

Filmmaker Name(s) *All team members must have a signed consent form.*

Name	Age & Grade

Individuals appearing in film (please list in order of appearance). *All individuals appearing in your film need to have a signed consent form.*



Registration Form (cont.)

Participation in the contest constitutes entering student's/team's full and unconditional agreement to the [official rules](#) and sponsor decisions, which are final and binding in all matters related to the contest. This includes providing the submitted video free of charge for use by the Montana Team Nutrition Program for educational and promotional activities. By signing below, I have read and understand the [official rules](#).

Administrator, Teacher, or Club Advisor Signature:

Electronic signature is acceptable.

Date

Student/Team Contact Signature:

Electronic signature is acceptable.

Date

Official Rules

How to Enter

- Step 1: Register and upload your video at <http://www.vimeo.com>.
- Step 2: Download and complete **registration form** and **consent form**.
- Step 3: Once uploaded, send the registration form (including the link to your video) and consent forms to the contest organizer via e-mail at aubreedurfey@gmail.com or to the following address:

Focus on Health Youth Video Competition
c/o Montana Team Nutrition
PO Box 173370
Bozeman, MT 59717-3370

Registration and signed consent forms must be received by e-mail or postmarked prior to the **deadline of 11:00 p.m. MST, January 31, 2012.** After submission no changes can be made to the video.

All video submissions must have an accompanying registration form with the approval of a school administrator, teacher, or club advisor. Keep in mind an individual or a team of students can create the video. To be eligible, the individual or team members all must be enrolled in school in Montana during the 2011-12 academic year. Students in kindergarten through 12th grades are eligible to enter this contest. If entering as a team, all student members of the team must be from the same school district. Teachers or club advisors are welcome to provide guidance to the team, but the project must be the participating students' work.

Release forms are required for all individuals appearing in the videos and for all members of the filmmaker team. Please use the provided release form(s) and mail all forms, along with a printed copy of the registration form to the following address prior to the submission **deadline of 11:00 p.m. MST, January 31, 2012.** Signed release forms can also be scanned and e-mailed to aubreedurfey@gmail.com.

All video submissions must meet the following requirements:

- Include at least one example of successful healthy eating or active living programs in your school/district.
- Include video title, school/club name, name(s) of individuals who appear in video, name(s) of student(s) who are the filmmakers, and other relevant credits or information in the video.
- Videos must be less than 5 minutes in total length.
- Videos may not contain inappropriate language, visuals, or content.
- Acceptable video formats are dictated by the capabilities at vimeo.com. For Vimeo's uploading guidelines go to <http://vimeo.com/guidelines-uploading-guidelines>.
- Video submissions must be made available to the sponsor (Montana Team Nutrition) free of charge during and after the contest.

- A student/team can only submit one video for the contest. Subsequent submissions will be deemed ineligible.

To Win

Contest organizer and staff from the Montana Team Nutrition Program will screen all videos to make sure they comply with the eligibility and content requirements. Submissions that meet the requirements will enter both the judging and public vote rounds.

Judging Round

A panel of judges selected by the Montana Team Nutrition Program will select the first, second, and third place winning submissions according to the judging criteria. The first place student/team will receive \$400, second place \$300, and third place student/team will receive \$200.*

The judging panel will select the first, second, and third place winners based on the following criteria:

- **Potential to Impact Target Audience:** Video submissions should be educational, inspiring, and memorable. Video submissions should be useable by the Montana Team Nutrition Program in its education and outreach activities.
- **Creativity and Originality:** Videos should use creative and original methods and approaches to convey the message. Videos should showcase school, student, or club efforts that have made positive changes related to healthy eating, active living, or in creating a healthier school environment.
- **Production Quality:** Videos should possess good audio quality and dialogue should be easy to understand. Visual effects should contribute rather than detract from the underlying message. Editing should be smooth and coherent.

People's Choice Award

All eligible video submissions will be uploaded to this site and the public will be able to vote on their favorite videos from **February 20, 2012 to February 29, 2012**. The team that created the video receiving the most votes will receive \$300.*

**All prizes will be awarded to the sponsoring school, organization, or club. Cash prizes will not be awarded to individuals. Student/teams are eligible to win in both the judging and people's choice rounds.*

Judging Rubric



Video Judging Rubric

Submit one judging rubric for each video team. Please refer to the instructions sheet for information. You are welcome to use the back of this page or another page to write/type additional comments.

Title of Video:

School/Club Name:

Judge Name:

_____ (score) **Content** – Does the video showcase school, student, or club efforts that have made positive changes related to healthy eating, active living, or in creating a healthier school environment? Does the video contain supporting information that contributes to, but doesn't detract from the understanding the project's purpose, strategies, and successes? Is the video educational, inspiring, and memorable? Comments:

_____ (score) **Organization** – Does the video show a continuous progression of ideas and tell a complete, easily followed and memorable story? Is the story and information well documented and organized and factual? Comments:

_____ (score) **Creativity** – Does the video utilize creative and original methods and approaches to convey the message? Comments:

_____ (score) **Voice/audience** – Is this video useable by the Montana Team Nutrition Program in its education and outreach activities? Is the video engaging, interesting, and appropriate for a wide audience? Comments:

_____ (score) **Technical competence** – Does this video possess good audio quality and is dialogue easy to understand? Do the visual effects contribute rather than detract from the underlying message? Is the editing smooth and coherent? Comments:

Total points (25 MAX) _____